

WFHB BOARD OF DIRECTORS
BOARD MEETING AGENDA for Monday May 22, 2017, 6:00pm
Hooker Conference Room #245, City Hall
201 North Morton Street, Bloomington IN

- I. START RECORDING MEETING 6:00pm
- II. CALL TO ORDER, ATTENDANCE OF BOARD MEMBERS
Present: Steve Pollitt, Jerry Stern, Sarah Ryterband, Tom Henderson, Jar Turner, Pam Davidson, Emily Jackson
Absent Jean Hollinger, Sheryl Mitchell
Guests: one

- III. OPEN FOR PUBLIC COMMENT
None

- IV. REVIEW / APPROVAL OF MINUTES FROM APRIL 2016 MEETING
April Minutes not yet posted.

V. REPORTS

A. Board President Report

EMILY – see May 23rd Document

- 1. Webinar – boomerang. Co / resources
Strategic goals as a Board – that we work with GM
Meetings purposeful
Committees adjusted to be meaningful
Executive Committee on target
Don't manage people, manage the agenda

It's not always about decision-making, our meetings are focused on reports

TOM: we should consider that we are more member-driven than some organizations, so our organization is more horizontal than vertical in its structure.

2. Board evaluation outlined in the Policy Document (SEE May 23rd Document)

Set goals as a board, such as improve meeting conduct. Do we need a time-limit on comments, use of "point of order," and "point of information" to keep meeting focused. Individual board members should set goals; such as bring people to events; attend x# of events in the next year.

JULIE: Strategic Plan – is there an annual update? EMILY: No, we should use the original plan as a guide, a way to facilitate discussion of goals at the first meeting of the new cycle.

JAR: I would like to work in tandem with the Board on goals; what is the Board role in strategy?

EMILY: Strategy and action plans

JAR: For example, the Board does not determine programming, top-down doesn't always work

STEVE: It would be positive for the Organization to clarify our goals more clearly

CINDY (PUBLIC COMMENT): Board members are volunteers, are they held to the 4

hours/month requirement

TOM: Board work is separate from the time commitment for volunteers

PAM: We need goals

JULIE: Can we come back at next meeting after having read the strategic plan

SARAH: Our self-evaluation as board members – what are our goals as an individual board member? Just as essential to think about this.

EMILY: Can we review our strategic goals regularly?

TOM: Perhaps a separate meeting to review the goals and not during our regular board meeting when we have other items to distract us.

SARAH: Board retreat? – many the Board agreed.

EMILY: Let's set a day at our next meeting.

25th Anniversary of the station is next year.

B. General Manager Report SEE GM Report 2017-0522

- Gofundme worked! The tower is funded!

JEAN: was this money in our budget?

TOM: Final number not known yet. Most of the costs will be covered!

JAR: Page will stay up through the end of the month – everything should be hooked up this week. Want to send bumper stickers to donors.

Should the log be changed to add Brown County back in? Yes.

- News Director job posted on the website – 2 members have come forward to apply

SARAH: Did job get posted to Indeed, media school, etc?

- Lotus Drive – June 1 the acts will be posted, tickets go on sale August 1
- Bi-weekly newsletter being published – donate button included! Promote events, on schedule for consistency; generated in Boomerang

SARAH: Opt-out possible? JAR: yes

- New intern Sam Lemke – through July; assistant GM role – to see how the role works
- Awards ordered for annual meeting; there weren't awards last year, so considering 2016 as well – 2x awards to give out (2 x cost)
- Working with Cindy Beale to get pledge reminders out, helping with Desk jockey duties
- New underwriters – Atlas (new) and Uptown Café renewed

JEAN: stickers for doors to note underwriters?

JAR: great idea

- Jan Walker – desk jockey and historian – found pictures of early 1990s boom box parade. Boombox parade – will join July 4th parade in city
- Will do tour for up to 35 kids – boys and girls club. Same as YSB tour

EMILY: people should start signing up for tickets

JEAN: How many did we buy last year?

SARAH / PAM: Fewer than previously – 75 or so (previous year 90 or so)

TOM: Good opportunity to thank supporters, promotion will be electronic through the newsletter.

PAM: Line up not announced until mid-July after edible Lotus; it takes a year to work on immigration visas, so it should not impact the line-up

C. Treasurer Report

JERRY:

Quickbooks – problems not solved yet. Jar and Jerry met with Bob Rodgers at Stampfli, We have disconnected QB from the bank because what they were sending was confusing things

Jar is better at recording, but we haven't done bank reconciliation

As far as the balance goes, we are OK

JAR: The reason it has taken so long to get this resolved is that they (Stampfli) sometimes take several weeks.

JERRY: They are now past the busy season, so we can nudge them.

SARAH: Was our 990 filed / JERRY: Yes

PAM: Other organizations are sometimes placing their 990s on the website

JERRY:

SEE CASH FLOW PROJECTION May 15, 2017

If CPB funding remains, we are in a strong position

We are projecting \$42k profit, just one dip into the Credit line (\$10k). Nothing new here – strong cash balance, no unusual expenses expected Jar spent some time putting together a forecast of our underwriting for 12 months - \$41k projected (was \$36k at last projection). CPB assured our filing has been accepted for the next year; \$50k in December and \$22k in Spring 2018

SARAH: Asked about line that reads “plug to reconcile bank balance with forecast of the next 12 months of activity”?

JERRY: I used the bank balance as a reality check – the differences are diminishing over time; adjusting the bank balance will give us a better sense of our cash flow.

SARAH: Why the \$35k in this line for March 2018? And \$7k in April 2018?

JERRY: Things are less certain the further out you look

PAM: These are the two salaries

TOM: New news director – there will be overlap with new candidate. We want the new candidate to be successful, so will need to bring new candidate on board for training.

Can we limit that to a month (2 pay periods)?

CINDY (PUBLIC COMMENT): Is the Development Director position no longer there and also the production manager position?

JERRY: CPB – will cuts be proposed? PBS believes that the funding will not be cut. These cuts were not included in the last budget.

PAM: Hit this theme at the next fund drive – the loss of CPB funding may happen

SEE: Analysis of WFHB INCOME & CPB THRESHOLD (5/22/17)

JERRY: Will it be possible for us to meet the \$300k threshold for CPB funding in 2017-8?

It appears we will miss this threshold by \$60k, used conservative numbers

\$5500 estimated for memorial gifts, it could be \$10 k

Lotus, major gifts, year-end fund drive – each may be higher than the estimates here.

TOM: Ideas to impact cash flow. If we increase our broadcast radius, we will get more

listeners – and therefore – more donors. 91.3 antenna moved to the tower of WTIU/ WFIU. There may be an impact in some areas of SC Indiana (overlapped signal); Engineering logistics and study – topological maps, calculate other 91.3 frequency signal. Could cover 100.7 in Nashville. Will reduce confusion with multiple frequencies, will reduce cost of equipment;

PAM: How do we approach WFIU / WTIU – We serve audiences in different ways

SARAH: What would an engineering study cost? Cost of transmitter lease?

TOM: \$4k for engineering study; cost to move and then the cost to lease or an in-kind return donation to help with CPB as well. I'd like to explore this as a strategic goal.

WFIU/WTIU also has back-up power generation available.

EMILY: Some pockets of Bloomington don't get WFHB. Would this go to Tech Committee?

TOM: Create liaison with WFIU/WTIU (Pam?) to discuss feasibility; launch engineering study – they may want us to change frequency;

EMILY: 91.3 is at Radio Ridge. It's there because of Channel 6, this is now moot

TOM: We could add HD Radio in the future; Need FCC OK; may want to keep Nashville in the interim because there may be pockets where the transmission cannot be received;

SARAH: Cost savings by eliminating towers, etc.;

EMILY: This is a lot of detail – move to tech committee

STEVE: Can the 98 frequency be moved?

JULIE: Suggests frequency Map necessary first – from FCC

JAR: Wants to ensure this is not necessary correlated with CPB Resolution –

EMILY: Steps in this process would be: 1. Generic FCC feasibility study, 2. approach TIU/FIU, 3. then engineering study

JERRY: We need to understand the costs

EMILY: This issue should be addressed in the Tech Committee

JERRY: We will need to have met \$300k threshold in September. We are hoping 1 year from September (2018) that we will meet threshold. We need to meet threshold every other year (minimum)

D. Other Committee Reports

1. Policy Committee

TOM:

- Timeline for the annual meeting vote on policy changes
- Emily and Jar reviewed method to collect absentee ballots, determined procedure
- A different color absentee ballot – to give them a corrected ballot at meeting; will ensure everyone signs in at the meeting June 4th; Jean is working on food (Juanita's – snacks not lunch)
- JEAN: Beverages to be handled
- POLICY CHANGES DOCUMENT (under New Business);

2. Nominating/Personnel Committee

TOM: Meeting was held on the 9th, Sarah, Jar and Tom

- We completed recruiting document, policy information gathered for annual meeting
- PSAs for news director and the open board director slot, Jar will write and incorporate into traffic, also posted on website
- We discussed where to advertise opening for news director (Monster, indeed, journalism school, new media school)
- Do we have sufficient funds to hire an assistant GM? The discussion moved to a related topic – giving raises to extant staff should be a priority, per Jar.

VI. OLD BUSINESS

A. Facilities update

Brown County Tower - cost savings proposal approved

Concrete Pour -

B. Annual Meeting

Information to Participating Members & voting protocol

EMILY: We discussed this; Carolyn Vandeweile has helped a lot with annual meeting tabulations; Three people are needed to staff this. Cindy volunteered

VII. NEW BUSINESS

A. Board vote on Policy Document changes

PAM: Moved to accept the suggestions made by the policy committee on the 1-page sheet submitted by the Policy committee May 22, 2017; Jean seconded. Unanimously approved.

B. Financial priorities in light of CPB funds continuing-general discussion:

EMILY: When was the last raise? 4-5 years ago? Can someone suggest a percentage or other option? Are there other priorities

JERRY: There are a number of issues to consider – Assistant GM, salaries, replacing aging equipment, parking, meetings/education/professional development. Staff put education up there with their salary as important

JEAN: What are the costs?

PAM: What's the priority – raises? More hands on deck? Has the executive committee discussed this?

JERRY: We don't meet regularly; Bonuses are better than salary increases – we can back off of bonuses. We won't know about CPB until September / October so I would not feel comfortable hiring an assistant GM or giving raises until the Federal Budget is done. If we don't get CPB funding, we may not be able to afford this.

JAR: Can we afford 1% or 2% raise until October?

SARAH: Can the Treasurer project \$15k/20 hours week Assistant GM, raises, Production Mgr \$7k/year 15 hours a week?

PAM: We look to Jar as GM to make a recommendation for prioritizing spending. Richard Fish discussed IRA Charitable roll-over – Development committee will look at this.

JAR: Raises, assistant GM hire are top two. Equipment and education are both important, but equipment is likely bigger priority; Making an asset list

JULIE: Recommend asset management plan – with sense of equipment life and

replacement cost; consider flat wage increase in addition to bonuses and % increase as options

TOM: All the equipment is past its depreciation; We have a range of employment terms (short and long); percentage increase makes more sense. Don't want to burn out our General Manager. We need to prioritize our spending

STEVE: We all know the instability of the GM position, do we know why? Is it salary? Effort/workload? If it is workload, adding money to the salary won't help as much as staff.

TOM: That's the reason for advocating for an assistant GM

STEVE: Do we have data from exit interviews?

PAM: We need to raise more money

JERRY: We have budgeted for \$42k in profit – assuming we have that every year, if we continue to receive this, how do we spend this?

EMILY: We need a plan for addressing priorities

JERRY: Jar's input will be part of this. But we can't spend the money without knowing CPB budget outcome.

TOM: We can hire people and let them know that the funding may not continue

JULIE: suggests this become an annual discussion after CPB (October/November); best to set aside money into a capital fund as well.

SARAH – moved to adjourn, TOM Seconded, Unanimously approved.

ACTIONS:

Catch up on board minutes approval and onto the web

Schedule board retreat for discussion of Strategic Plan, SWOT and board annual goals and objectives

Create stickers for businesses who are underwriters

Technology Committee to address tower move feasibility starting with "generic feasibility study" as described by Julie Thomas

Technology Committee create asset management plan: equipment status and replacement cost for all equipment (in process)

Saturday June 3, Annual Meeting noon MCPL ROOM 1B

Monday June 26, 6pm, Hooker Conference Room #245, City Hall

Monday July 24, 6pm

Monday August 28, 6pm

Monday September 25, 6pm

Monday October 23, 6pm

Monday November 20, 6pm

Monday December 18, 6pm (4th Monday is 25th)